

NEW HAMPSHIRE STATE LIQUOR COMMISSION
SEPTEMBER 28, 2005, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Thanksgiving Sale
 - 2) Test Market Results (Code #8089)
 - 3) Line Extension Request (1800 Reposado Tequila, 1.75L)
 - 4) Purchase and Display Request (Bowmore Scotch)
 - 5) November – December Programs:
 - a. Bacardi November & December Program
 - b. Allied Domecq October, November & December Program
 - c. Allied Domecq October, November & December Program
 - 6) November Special Offers:
 - a. 7 items – Executive Wine & Spirits/Martignetti Cos.
 - b. 144 items – So. Wine & Spirits of N.E., Inc.
- B. WINES:
 - 1) Special Offers for November 2005 (Thanksgiving Day)
 - 2) Special Offers for November 2005:
 - a. 13 items – Charles Zoulias
 - b. 31 items – M.S. Walker, Inc.
 - c. 53 items – Executive Wine & Spirits
 - d. 120 items – Martignetti Companies of N.H.
 - e. 73 items – Horizon Beverage Company
 - f. 143 items – So. Wine & Spirits of N.E., Inc.
 - 3) Special Offers for November and December 2005:
 - a. 6 items – So. Wine & Spirits of N.E., Inc.
 - b. 8 items – So. Wine & Spirits of N.E., Inc.
 - c. 7 items – So. Wine & Spirits of N.E., Inc.

NEW HAMPSHIRE STATE LIQUOR COMMISSION
SEPTEMBER 28, 2005, 9:00 A.M.
AGENDA

Page 2

- 4) Change to Proposed Wine Tastings (SWSNE, Inc.)
- 5) Appeal on Delist of Second Sizes
- 6) Purchase and Introduction/Distribution:
 - a. Purchase and Distribution of Las Brisas
 - b. Purchase and Introduction of Stonehaven
 - c. Purchase and Distribution of Voga Pinot Grigio
- 7) "An Invitation to Save"
- 8) Sweepstakes:
 - a. Holiday Stocking Stuffer Sale & Sweepstakes
 - b. Build Your Own Wine Cellar Sweepstakes
- 9) Recommended Allocated Wines for Distribution to Selected Stores (13 items)
- 10) Recommended Allocated Wines with Subpacks for Distribution to Selected Stores (4 items)
- 11) Primary Source Submissions (5 exclusive agent; 47 imported)
- 12) Tabled Items:
 - a. Purchase & Introduction of Folonari Shiraz & Chianti (9/14/05, Item B-2-c)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN'S REPORT & LATE ITEMS

1. Bailment Requests
2. Coupon Approvals
3. Late Items/Other

/D. Hartford